

## Semester-VI

L-6 T-0 P-0 C-6

### A3-JOUA2T: Journalism of Madhya Pradesh

#### Course Objectives:

1. To develop proficiency in MP state journalistic writing and editing techniques.
2. To enhance skills in fact-checking and sourcing credible information from MP.
3. To master the use of digital tools for multimedia reporting and content production.

#### Course Outcomes (COs)

At the end of the course the students will be able to:

1. Understand the emergence and development of early journalism in Madhya Bharat and key contributors.
2. Understand the role of Madhya Pradesh journalism in the Indian freedom struggle across various regions.
3. Apply knowledge of post-independence journalism in Madhya Pradesh across print, electronic, and digital media.
4. Analyze the historical growth and organizational structure of radio broadcasting in Madhya Pradesh.
5. Evaluate the evolution and influence of television media and private channels in Madhya Pradesh

#### Articulation Matrix

*(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)*

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	1	-	-	1	1	1	-	-	1	-	-	1
CO2	3	1	-	-	2	1	-	-	1	-	-	1	1
CO3	3	-	1	-	1	1	-	1	-	-	1	1	-
CO4	3	2	1	-	-	1	-	-	1	-	-	1	2
CO5	1	3	2	-	-	1	1	-	-	-	-	1	1

High-3 Medium-2 Low-1

#### UNIT I: Early Journalism of Madhya Bharat :-

15 Hours

Early Journalism of Madhya Bharat - Emergence and Development, Journalism of Madhya Pradesh before independence of the country Major newspapers and

magazines and celebrities associated with them. Development of regional journalism of the state

**UNIT II: Contribution of journalism at MP:** **15 Hours**

Contribution of journalism of Madhya Pradesh in freedom struggle Major newspapers coming out from different areas of MP including Malwa, Bhopal, Bundelkhand, Mahakoshal and Vindhyas regions

**UNIT III: Nature of Journalism at MP:** **15 Hours**

Nature of Journalism in Madhya Pradesh after 15 Independence Introduction to major newspapers of the state Modernization of Journalism of Madhya Pradesh-In relation to print, electronic and digital. Journalism of Madhya Pradesh in the state and national development.

**UNIT IV: History of Radio at MP:** **15 Hours**

History of radio in Madhya Pradesh, description of organizational form of Akashvani centers in the state, regional news and programs of radio, development of FM radio and community radio in the state.

**UNIT V: History of television in MP:** **15 Hours**

History of television in Madhya Pradesh, description of organizational form of television centers, history of regional private channels and description of organizational form of major channels of the state.

**Reference Books:**

R. Bhatnagar-Rise and Growth of Hindi Journalism

**Self-Learning Topics** **15 Hours**

1. Study the origin and significance of early newspapers and journals in Madhya Pradesh, such as Malwa Akhbar and Nai Dunia, and their contributions to regional journalism.
2. Research the role of Madhya Pradesh's media in the Indian freedom struggle, focusing on key publications and journalists from Malwa, Bhopal, Bundelkhand, and other regions.
3. Analyze the transformation of journalism in Madhya Pradesh post-independence, including the growth of print, electronic, and digital media.
4. Trace the development and impact of radio broadcasting in Madhya Pradesh, including All India Radio and community radio stations.
5. Examine the emergence and evolution of television media in Madhya Pradesh, focusing on state-run and private channels and their influence on public opinion.

## Semester-VI

L-4 T-0 P-0 C-4

### A3-JOUA3DT: Media Management

#### Course Objectives

1. To Understand various ownership patterns of media Management
2. To enhance the knowledge of hierarchical functions and departmental structures.
3. To master the management strategies for effective media.

#### Course Outcomes (COs)

At the end of the course the students will be able to:

1. Understand the principles of media management and their evolution before and after independence.
2. Understand various ownership patterns of mass media and organizational policies in India.
3. Apply knowledge of hierarchical functions and departmental structures in media organizations.
4. Analyze the economics and financial aspects of managing print and electronic media.
5. Evaluate planning, execution, and management strategies for effective media program production.

#### Articulation Matrix

*(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)*

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	1	-	-	1	-	1	-	-	1	-	1	1
CO2	3	1	-	1	-	1	-	-	-	-	-	1	1
CO3	2	-	-	-	1	2	-	1	-	1	2	2	-
CO4	3	2	1	1	-	1	-	-	1	-	1	1	1
CO5	3	-	2	-	1	1	1	-	-	-	-	1	1

High-3 Medium-2 Low-1

#### UNIT I: Principles of media management: 10 Hours

Principles of media management and their significance - media as an industry and profession. Management pre and after independence, Recommendation of First and Second Press Commission.

#### UNIT II: Ownership patterns of mass media: 10Hours

Ownership patterns of mass media in India - sole proprietorship, partnership, private limited, companies, public limited companies, trusts, co-operatives, religious institutions (societies) and

Franchisees, Policy formulation, Organization theory, delegation, decentralization, motivation, control and co-ordination.

**UNIT III: Hierarchy functions and organizational structure** **10 Hours**

Hierarchy functions and organizational structure of different departments- general management, finance, circulation (sales promotion including pricing and pricing and price-war aspect); advertising (marketing), personnel management, production and reference sections, apex bodies: DAVP, INS and ABC,

**UNIT IV: Economics of print and electronic media:** **10 Hours**

Economics of print and electronic media - management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, advertising and sales strategy, production schedule and process, PR for building and sustaining business and audience, news portal management

**UNIT V: Planning and execution of programme production:** **10 Hours**

Planning and execution of programme production production terms, control practices and procedures. Administration and programme management in media - scheduling, transmitting record keeping, quality control and cost effective techniques. Employee/employer and customer relations services, marketing strategies-brand promotion (space/time, circulation)-reach-promotion-market survey techniques human research development for media

**Self-Learning Topics** **10 Hours**

1. Case studies of major Indian media conglomerates (The Times Group, Network18, Zee Entertainment) and their ownership structures, mergers, and management strategies.
2. Impact of digital disruption on traditional media economics, including subscription models, ad revenue challenges, and OTT platform management.
3. Analysis of Press Commission recommendations (First and Second) and their influence on modern media policy, regulation, and organizational practices.
4. Role of government bodies (DAVP, INS, ABC) and regulatory frameworks in shaping media advertising, circulation, and financial accountability.
5. Emerging trends in media entrepreneurship: start-up news portals, content monetization strategies, and human resource development in converged media organizations.

**B.A Journalism and Mass Communication**  
**Semester-VI**

L-4 T-0 P-0 C-4

**A3-JOUA4DT: Culture, Media and Society**

## **Course Objectives:**

1. To develop intercultural communication, globalization, and cultural identity.
2. To enhance skills in ethical frameworks of credible culture with society.
3. To master communication and the media's role in addressing culture and society

## **Course Outcomes (COs)**

At the end of the course the students will be able to:

1. Understand the concept of culture as a social institution and its role in intercultural communication.
2. Understand the impact of modern mass media on intercultural communication, globalization, and cultural identity.
3. Apply knowledge of folk media, dance, music, and ethical frameworks in promoting intercultural communication.
4. Analyze the relationship between media and society, including media literacy, citizen journalism, and civil society.
5. Evaluate the Media Accountability of culture and society.

## **Articulation Matrix**

*(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)*

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	1	-	-	1	-	1	-	-	1	1	1	1
CO2	3	1	1	1	-	1	-	-	-	-	-	1	1
CO3	2	-	1	-	1	1	-	1	-	-	1	-	-
CO4	1	1	-	-	-	-	1	-	3	-	-	1	1
CO5	2	1	2	-	-	-	1	-	1	-	-	1	1

High-3 Medium-2 Low-1

### **UNIT I: culture as a social institution**

**10 Hours**

Culture definition processes culture as a social institution - value systems - primary secondary eastern and western perspectives. Inter-cultural communication definition process philosophical and functional dimensions-cultural symbols in verbal and non-verbal communication

### **UNIT II: Modern mass media:**

**10 Hours**

Modern mass media as vehicles of inter-cultural communication -barriers in inter religious, political and economic pressures; intercultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a

culture manufacturing industry mass media as cultural institution, mass culture typologies criticism and justification

**UNIT III: Culture and Code of Ethics** **10 Hours**

Culture, communication and folk media character, content and functions-dance and music as instruments of inter-cultural communication; UNESCO'S efforts in the promotion of intercultural communication other organizations-code of ethics

**UNIT IV: Relationship between Media and Society** **10 Hours**

Relationship between Media and Society, Role and importance of Media in Democracy, Concept of Media Literacy and its significance, significant Diversity in media, Civil society and Citizen journalism, Popular culture and Mass media, Pressure group and Dynamic of Interest, Relationship between Media and Society

**UNIT V: characteristics of Mass Communication** **10 Hours**

Concept of 'Mass and characteristics of Mass Communication, Introduction to current Media Issues, Media Accountability, Media and Societal needs, Market- driven Media and Society, Status of Women and Women issues, Culture of the State, Concept of Public Sphere, Public Sphere in different Media.

**Self-Learning Topics** **10 Hours**

1. Study how media acts as a mirror reflecting cultural diversity and societal values, including case studies of inclusive media representation.
2. Analyze the role of media in promoting intercultural communication and resolving cultural conflicts in globalized societies.
3. Research ethical issues in media content related to cultural sensitivity, communal harmony, and paid news.
4. Explore the concept of media accountability with a focus on transparency, corrections, and engagement with civil society as watchdogs.
5. Examine citizen journalism and media literacy as tools empowering society for participatory democracy and informed public discourse.

